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PTO/SB/21 (09-04)

Approved for use through 07/31/2006. OMB 0651-0031

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Total Number of Pages in This Submission

7

Application Number

10/604,004

Filing Date

06/20/2003

First Named Inventor

Marvin Yakos

Art Unit

3624

Examiner Name

James M. Alpert

Attorney Docket Number

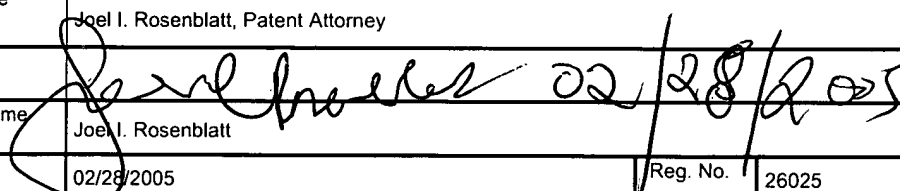
1031005

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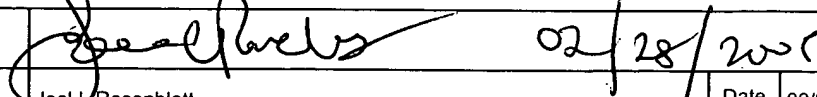
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Joel I. Rosenblatt, Patent Attorney		
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Application Serial No. 10/604,004

Filing Date: 3/21/2003

Inventor: Marvin Yakos



Group Art Unit 3624

Examiner: James M. Alpert

Attorney docket No.1031005

Amendment In Response To Office Action Mailed 11/30/2004

In the Claims.

Claims 1 to 20, are cancelled. New claims 21 to 40, are added as follows.

21. (New) A system for multi-level affiliate associated marketing for customer and vendor transactions, comprising,

first means for a system control site including means for data communications between said system control site and a plurality of separate sites;

said first means, including second means for recording separate customer vendor transactions at said plurality of separate sites or said system control site,

said first means including third means for identifying system participants and for identifying a plurality of said system participants related to respective separate customer vendor transactions;

said first means including fourth means for storing a plurality of separate respective marketing distribution levels, for said system participants and identifying from said plurality of marketing distribution levels, respective levels for said system participants; and

said first means includes fifth means, in response to said first means, said fourth means, and said third means, for calculating separate payments for said plurality of said system participants, at said respective levels for said plurality of system participants, related to said respective separate customer vendor transactions.

22. (New) The system of claim 21, wherein, said third means includes means for identifying at least one target organization; said fourth means includes means for identifying a separate level within said plurality of marketing distribution levels, for said target organization, and said fifth means includes means for calculating a separate payment for said target organization.

23. (New) The system of claim 22, including means responsive to said fifth means for paying said respective system participants.

24. (New) The system of claim 21, wherein said first means includes means identifying separate sites of said plurality of sites as system participant sites; said system participant sites including means for registering said customers, as registered system participants; and said third means includes means for calculating a separate payment for a respective system participant site in response to a transaction by a said registered system